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a storage device which stores information prescribing a braking characteristic of a moving object driven by the motor;

an input device which inputs a signal for changing the braking characteristics; and

a braking characteristic setting device which changes settings of the braking characteristic according to the signal received from the input device,

wherein a brake works before one of a wide angle end and a telephoto end can be changed,

wherein the braking characteristic is an amount of acceleration at a time a lens is stopped at the telephoto end or at the wide angle end.

- 4. (Amended) A lens drive device to be detachably mounted to various types of lens device bodies, comprising:
- a motor portion for driving various types of moving objects;
- a storage portion for storing information prescribing braking characteristics of the various types of moving objects to be driven by the drive portion;

an input portion for receiving a signal instructing a change in the braking characteristic;

a braking characteristic setting portion for changing the settings of the braking characteristic according to the signal received in the input portion;

a display portion attached to the various types of lens device bodies for displaying the status of the lens; and

a switching portion for switching the display to correspond with the changing of the braking characteristic,

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wherein the braking characteristic is an amount of acceleration at a time a lens is stopped at the telephoto end or at the wide angle end.